

GARRETT COUNTY GOVERNMENT JOB DESCRIPTION

JOB TITLE: Business Development Specialist
DEPARTMENT: Business Development
REPORTS TO: Manager of Business Development
FLSA STATUS: Exempt

SUMMARY: This is a business outreach position. The specialist is primarily responsible for business retention and expansion efforts throughout Garrett County and proactively meets with businesses, residents, and stakeholders, including municipal government entities, throughout the County to help navigate issues and make connections to resources.

ESSENTIAL DUTIES AND REPOSIBILITIES:

1. Develop, coordinate, and implement a business retention and expansion program aligned with the Business Development Department's strategic plan.
2. Identify needs and opportunities to support new, existing, and expanding businesses.
3. Provide technical assistance in economic, commercial, and community development using private and public sector resources.
4. Assist in analyzing and responding to business workforce needs.
5. Make presentations to government officials, business prospects, and a variety of community groups and business organizations.
6. Develop and maintain relationships with municipal governments, commercial property owners, developers, and investors, to make them aware of County services that will help them maximize the value of their property.
7. Attend business association meetings and events, i.e., Greater Oakland Business Association, Greater Grantsville Business Association.
8. Attend municipal mayor and town council meetings for all eight (8) of the County's municipalities.
9. Participate in ribbon cuttings, business tours, and grand opening events for new, existing, and expanding businesses.
10. Serve as County contact, and provide technical assistance and support, to local arts and heritage organizations; assist with the promotion of the County's Arts and Entertainment Districts; and assist with the promotion of arts and heritage industry activities, events, and businesses.
11. Assist with the production of materials related to economic and business development to facilitate press releases, advertisements, video, and promotional materials.
12. Assist the Manager of Business Development in representing the County on economic and business development boards and committees and in the preparation of reports on economic and business development activities for the administration.
13. Maintain project files and historical records.
14. Participate in seminars, workshops, conferences, and training as required.
15. Represent the County at marketing events, conferences, and other events as required.
16. Respond to inquiries from the public, businesses, communities, and other government entities.
17. Other duties may be assigned.

KNOWLEDGE SKILLS:

- ❖ Knowledge of economic and business development concepts and practices, including current developments, trends, and technologies within the field.

- ❖ Ability to manage multiple projects, timelines, priorities, and project budgets; communicate project status to involved parties.
- ❖ Ability to establish, work effectively, and maintain relationships with the general public, elected officials, municipal governments, agency partners, business prospects, and corporate representatives in a professional and highly confidential manner.
- ❖ Excellent communication and interpersonal skills with the ability to build consensus and resolve issues.

EDUCATION and/or EXPERIENCE:

- ❖ Bachelor of Science in Business Administration, Public Administration, Management, Planning, Economics, or closely related field.
- ❖ Three (3) years' experience in economic and business development, marketing, business attraction, and/or development research, community development planning, or a related field.
- ❖ Knowledge of Microsoft products including Word, Excel, and PowerPoint is required.

CERTIFICATES, LICENSES, REGISTRATIONS:

- ❖ Valid Driver's License.

PHYSICAL DEMANDS:

- ❖ The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.
- ❖ While performing the duties of this job, the employee is regularly required to sit, use hands to finger or grasp, reach with hands and arms. The employee is frequently required to talk and hear.
- ❖ While visiting business sites, incumbent will be required to move around large areas of property with varying terrain, and climb stairs, ladders, and/or ramps.

WORK ENVIRONMENT:

- ❖ The work environment characteristics described herein are representative of those an employee will encounter while performing the essential functions of the position. The Business Development Specialist works in an office environment daily. Travel to various work sites, businesses, and/or meeting locations is required.
- ❖ Work is generally completed on a regularly scheduled basis, however, attendance at meetings or completion of work outside of normal scheduled hours will be required on a regular basis.